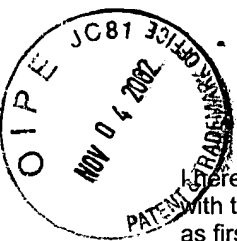


SC
#13
11-1-02



I hereby certify that this correspondence is being deposited
with the United States Postal Service with sufficient postage
as first class mail in an envelope addressed to:
Commissioner for Patents, Washington, D.C. 20231 on

October 30, 2002
Date of Deposit

James P. Naughton, Reg. No. 30,665
Name of Applicant, Assignee or
Registered Representative


Signature

RECEIVED
NOV 06 2002
Technology Center 2100

Our Case No. 9333/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
Charles McElfresh et al.)
)
Serial No.: 09/285,929)
)
Filing Date: April 2, 1999)
)
For: METHOD AND SYSTEM FOR)
OPTIMUM PLACEMENT OF)
ADVERTISEMENTS ON A WEBPAGE)

Examiner: Stephen S. Hong
Group Art Unit No.: 2176

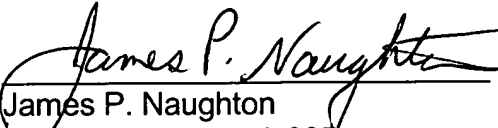
RESPONSE TO ELECTION/RESTRICTION REQUIREMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action dated October 2, 2002, Applicants elect claims
1-8, 19-26 and 36-50 (group 1) for examination.

Respectfully submitted,


James P. Naughton
Registration No. 30,665
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200